Paper Reference(s) BTT02
Pearson BTEC Tech Award Level 1/2

Travel and Tourism

COMPONENT 2: Customer Needs in Travel and Tourism

Pearson Set Assignment

June 2023

Time: 11 hours (approximately)

Pearson

YOU MUST HAVE

Nil

YOU WILL BE GIVEN

Nil

INSTRUCTIONS

This assessment may be given to learners as soon as it is received. This assessment is for use with the May 2023 – June 2023 moderation series. Please refer to the Administrative Support Guide for further information and mark submission deadlines.

Instructions to Learners

You should read the information given in the vocational context and each task section of this assignment carefully prior to starting work. Tasks often link to one another, so it is important to make sure you understand all tasks before starting the assignment.

The assignment will take approximately 5 hours of monitored preparation and 6 supervised hours to complete.

This is divided into approximately:

- **1 hour of formal supervision to complete Task 1a**
- **2 hours of monitored preparation and 1·5 hours of formal supervision to complete Task 1b**
- **1 hour of monitored preparation and 1·5 hours of formal supervision to complete Task 2**
- **2 hours of monitored preparation and 2 hours of formal supervision to complete Task 3a and Task 3b.**

These timings are for guidance only, but should be used as an indication of how long to spend on each task. Your teacher will advise you when it is time to move from one task to the next.

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Instructions to Learners continued.

You must work independently and should not share your work with other learners. All work must be your own and you must sign a declaration of authenticity to confirm this. If group work or collaboration is permitted, you must produce your own independent responses and evidence for the tasks.

Any sources of information, ideas, text, audio and/or visual assets created by others that you include in your work MUST be clearly identified and referenced. Using the work of others as your own or without proper acknowledgement is considered plagiarism and can result in disqualification from the assessment.

You may ask your teacher for support if you have questions about the requirements of tasks, what evidence you need to produce and any resources you are allowed to access. They cannot give you feedback about how to improve your work or guide you to solutions to any questions or problems in the tasks.

Resources Needed

You will have 5 hours of monitored preparation time prior to undertaking Tasks 1b, 2 and 3. Your teacher will tell you when you should complete the monitored preparation and when formal supervision for the tasks will begin.

Based on your preparation, you may produce notes to refer to when completing Tasks 1b, 2 and 3. Your notes may be up to six sides of A4 paper or the equivalent number of pages in your normal way of working. They must be digital or hard copy and may be handwritten or typed. If word processed, the font size must be 10 point minimum.

Your notes should be in bullet or annotation form and CANNOT include:

- **attempts to pre-prepare responses to the tasks**
- **full paragraphs or extended sentences.**

Vocational context

Have you ever experienced bad customer service?
If organisations don't take care of their customers, someone else will. When planning travel and providing information for your customers you must know their needs and preferences.

Scenario for Learning outcome A

A theme park for families and thrill seekers is located in the UK. It has two roller coasters and a range of rides aimed at children of different ages. They plan to carry out market research to identify customer needs and travel and tourism trends.

Tasks

Task 1a – How organisations identify customer needs

You will produce a report that investigates the different market research methods the theme park could use to identify customer needs.

Your report must include:

- **details of the advantages and disadvantages of the primary and secondary market research methods that the theme park could use to identify customer needs**
- **recommendations for the most suitable research methods that the theme park could use to identify customer needs.**

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1a continued.

Learning outcome covered

Outcome A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends.

Checklist of evidence required

Produce ONE of the following:

- **a written report of approximately 1–2 pages of A4 or the equivalent number of pages in your normal way of working, which can include supporting images:**
  - **subheadings should be used to structure the report**
- **a presentation of approximately 4–6 slides and speaker notes, which can include any combination of:**
  - **text**
  - **images.**

Resources needed

Appropriate software and access to the internet for sourcing audio/visual content during the formal supervision.

Supervised hours to complete the task

You will need approximately 1 hour to complete Task 1a.

(Total for Task 1a = 12 marks)

Task 1b – How organisations identify travel and tourism trends

The theme park wants to identify which travel and tourism trends offer opportunities for it to expand by developing new products and services.

You will use at least TWO sources of secondary market research to identify new products and services for the theme park.

Your report must include:

- **details of FOUR travel and tourism trends from the secondary market research that the theme park could use to develop its products and services**
- **RECOMMENDATIONS for new products and services that the theme park could develop to meet these trends.**

Learning outcome covered

Outcome A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends.

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1b continued.

Checklist of evidence required

Produce ONE of the following:

- **a written report of approximately 3–5 pages of A4 or the equivalent number of pages in your normal way of working, which can include supporting images:**
  - **subheadings should be used to structure the report**
- **a presentation of approximately 6–8 slides and speaker notes, which can include any combination of:**
  - **text**
  - **images.**

Resources needed

- **Research notes.**
- **Appropriate software and access to the internet for sourcing audio/visual content during the formal supervision.**

Supervised hours to complete the task

You will need approximately 1·5 hours to complete Task 1b.

(Total for Task 1b = 12 marks)

Task 2 – How travel and tourism organisations meet customers' needs

Conduct research on FOUR different TRANSPORT OPERATORS.

Produce a report that investigates how transport operators meet the needs of customers with different languages and/or cultures.

Your report must include:

- **details of how each of the FOUR transport operators products and services meet the needs of customers with different languages and/or cultures**
- **a JUDGEMENT of how the needs of customers with different languages and/or cultures are met by each of the transport operators.**

Learning outcome covered

Outcome B: Recognise how the needs and preferences of travel and tourism customers are met.

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2 continued.

Checklist of evidence required

Produce ONE of the following:

- **a written report of approximately 2–4 pages of A4 or the equivalent number of pages in your normal way of working, which can include supporting images:**
  - **subheadings should be used to structure the report**
- **a presentation of approximately 6–8 slides and speaker notes, which can include any combination of:**
  - **text**
  - **images.**

Resources needed

- **Research notes.**
- **Appropriate software and access to the internet for sourcing audio/visual content during the formal supervision.**

Supervised hours to complete the task

You will need approximately 1·5 hours to complete Task 2.

(Total for Task 2 = 12 marks)

Task 3 – Meeting the needs and preferences of customers

Customer profile

A family of four with two teenage children:

- **live in Newcastle**
- **would like to go to London**
- **want to stay in an apartment**
- **can stay for a up to 5 days**
- **want shopping and education themed activities**
- **can depart on or after 3rd August, and must have travelled back by 9th August**
- **have a budget of £600 for the family, to include transport and accommodation.**

Task 3a

You must develop a travel plan (using the template provided) that meets the needs and preferences of the customers detailed in the profile.

Your travel plan must include:

- **travel dates and duration**
- **accommodation details**

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3a continued.

- **transport details**
- **breakdown of costs including the total cost**
- **details of how the travel plan meets the customers' needs and preferences.**

(12 marks)

Task 3b

You must provide additional information (using the template provided) to the customers detailed in the profile.

The additional information must include:

- **suitable activities, excursions, attractions**
- **essential information: entry requirements, health precautions, safety and security, local customs / traditions**
- **details of how the activities, excursions and attractions suggested will meet the needs and preferences of the customers.**

(12 marks)

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3 continued.

Learning outcome covered

Outcome B: Recognise how the needs and preferences of travel and tourism customers are met.

Checklist of evidence required

One travel plan with additional information document

Resources needed

- **Research notes.**
- **Travel plan and additional information document template.**
- **Appropriate software and access to the internet for sourcing audio/visual content during the formal supervision.**

Supervised hours to complete the task

You will need approximately 2 hours to complete Task 3a and Task 3b

(Total for Task 3 = 24 marks)

TOTAL FOR SET ASSIGNMENT = 60 MARKS
END OF TASK